

Message Text

UNCLASSIFIED

PAGE 01 FRANKF 06687 101616Z

70

ACTION EUR-10

INFO OCT-01 ISO-00 EB-03 RSC-01 DRC-01 /016 W

----- 074160

R 101533Z OCT 74

FM AMCONSUL FRANKFURT

TO SECSTATE WASHDC 8302

USDOC WASHDC

INFO AMEMBASSY BONN

UNCLAS FRANKFURT 6687

E.O. 11652:

TAGS: BEXP, GW

SUBJECT: IN-STORE PROMOTION - HADEKA

FOR: DOC, CHARLES E. JOHNSON, SPECIAL ACTIVITIES DIVISION

SUMMARY: TOP EXECUTIVE AND BUYER OF ONE OF THE LARGEST GERMAN DEPARTMENT STORE PURCHASING COOPERATIVES WILL VISIT USA TO LOCATE SOURCES US-PRODUCED MENSWEAR. REQUEST INFORMATION APPROPRIATE US CONTACTS AND COMMERCE FACILITATION MEANINGFUL VISITS AND DISCUSSIONS. END SUMMARY.

1. DIRECTOR OBERHORNER AND MR. BRUEHL, HEAD OF PURCHASING, HADEKA (HANDELSZENTRALE DEUTSCHER KAUFHAEUSER E.G.), AM KRONBERGER HANG 1, 6231 SCHWALBACH, WILL VISIT NAMBS NATIONAL ASSOCIATION OF MEN'S AND BOY'S SPORTSWEAR BUYER EXHIBITION IN NEW YORK, OCT. 20 - 23, AND THE MERCHANDISE MART IN CHICAGO, OCT. 23 - 24. HADEKA, ONE OF THE LARGEST GERMANY DEPARTMENT STORE BUYING COOPERATIVES HAS EXPRESSED NEW INTEREST IN SECURING US SOURCES OF SUPPLY FOR MEN'S APPAREL INCLUDING SWEATERS, SHIRTS, TIES, PAJAMAS AND UNDERWEAR. POTENTIAL PURCHASES COULD REACH SEVERAL MILLION DOLLARS.

2. AN APPOINTMENT HAD BEEN MADE FOR DIRECTOR OBERHORNER TO MEET WITH MR. JOHNSON DURING HIS OCTOBER 1 VISIT TO FRANKFURT, BUT WAS CANCELLED BY THE COMPANY AT THE LAST MINUTE. THIS HADEKA BUYING TRIP DISPELS THE IDEA THAT THE CANCELLATION WAS PROMPTED BY LACK OF INTEREST.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 FRANKF 06687 101616Z

3. ACTION REQUESTED: COMMERCE IS REQUESTED TO SUPPLY THE POST WITH NAMES OF LARGE MENSWEAR SUPPLIERS REPRESENTED AT THE OCTOBER 20 - 23 NEW YORK EXHIBITION, OTHER LARGE US SUPPLIERS WITH NEW YORK OFFICES KNOWN TO BE SERIOUSLY INTERESTED IN EXPORTING. NEW YORK BUYING AGENTS, AS WELL AS APPROPRIATE CONTACTS AT THE CHICAGO MERCHANDISE MART. CAN COMMERCE ARRANGE FOR ANY SPECIAL MEETINGS WITH US SUPPLIERS OR GROUPS EITHER IN NEW YORK OR CHICAGO? REQUEST INFORMATION AND OUTLINE OF ASSISTANCE AVAILABLE FOR TRANSMITTAL TO HADEKA ON URGENT BASIS, SINCE OBERHORNER AND BRUEHL DEPARTING GERMANY OCTOBER 18.HARLAN

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 10 OCT 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974FRANKF06687
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740289-0028
From: FRANKFURT
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19741057/aaaabwlc.tel
Line Count: 71
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: martinjw
Review Comment: n/a
Review Content Flags:
Review Date: 08 APR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <08 APR 2002 by chappeld>; APPROVED <05 FEB 2003 by martinjw>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: IN-STORE PROMOTION - HADEKA FOR: DOC, CHARLES E. JOHNSON, SPECIAL ACTIVITIES DIVISION
TAGS: BEXP, GE
To: STATE COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005